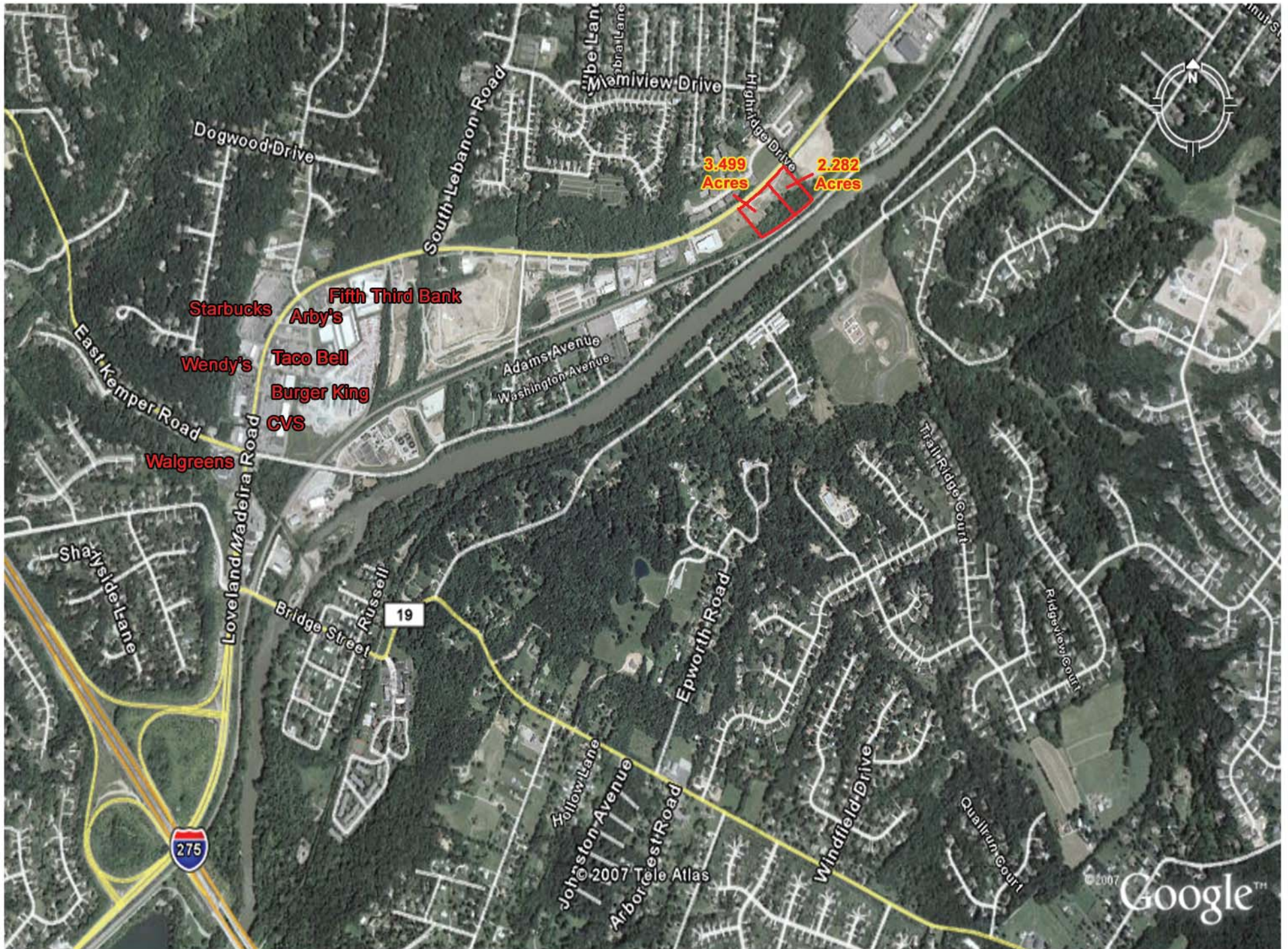
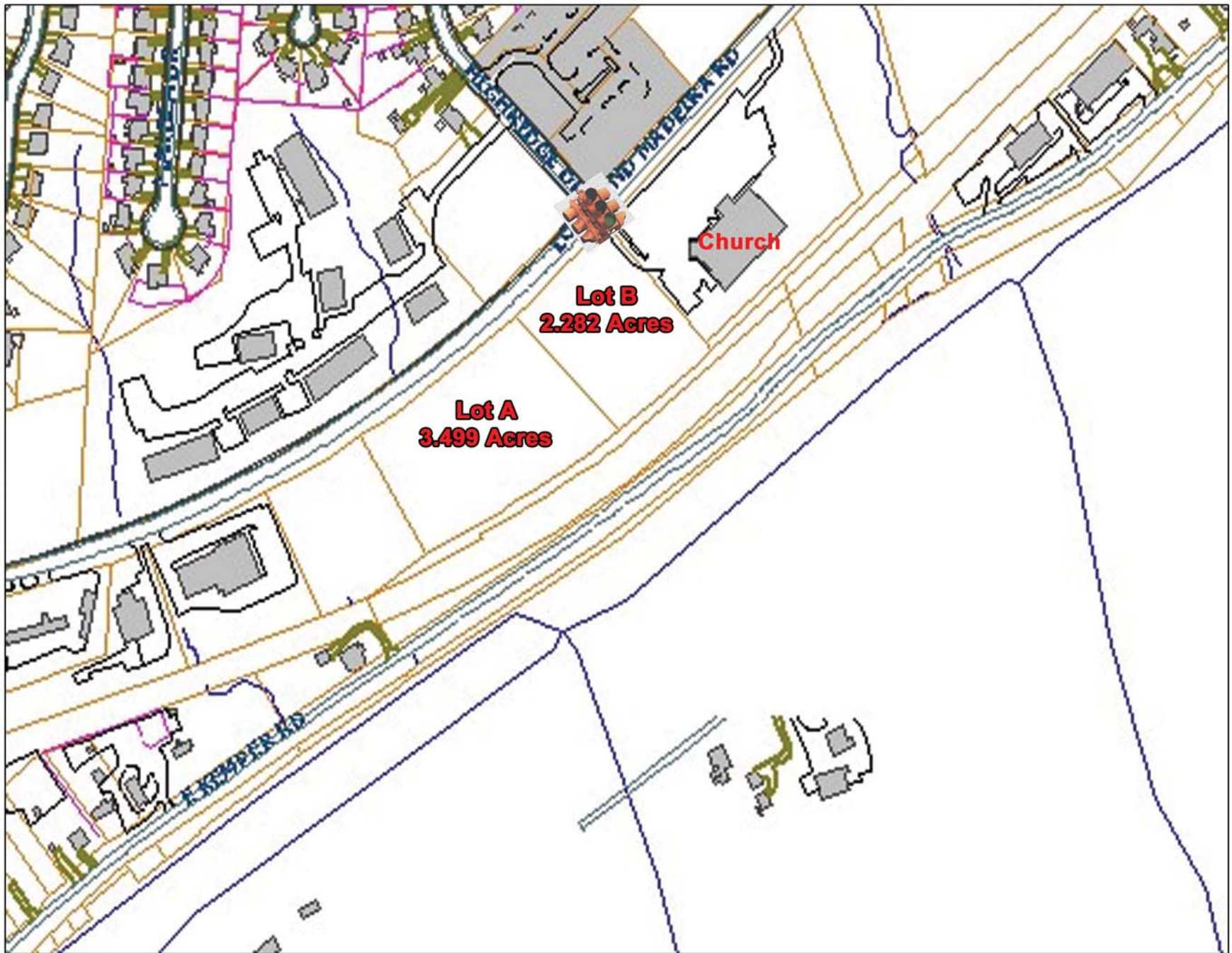




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# Executive Summary

Prepared by The Everest Group

<b>Land - Loveland Madeira Rd.</b>	<b>1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 1.0 mile</b>	<b>1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 3.0 mile</b>	<b>1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 5.0 mile</b>
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### 2007 Population

Total Population	6,846	44,156	103,774
Male Population	49.5%	49.5%	49.1%
Female Population	50.5%	50.5%	50.9%
Median Age	35.0	37.5	37.9

### 2007 Income

Median HH Income	\$83,200	\$93,593	\$90,176
Per Capita Income	\$39,510	\$45,558	\$43,969
Average HH Income	\$111,194	\$126,436	\$120,247

### 2007 Households

Total Households	2,421	15,805	37,761
Average Household Size	2.83	2.78	2.73
1990-2000 Annual Rate	2.97%	3.47%	3.06%

### 2007 Housing

Owner Occupied Housing Units	79.8%	77.2%	78.0%
Renter Occupied Housing Units	15.8%	17.9%	16.2%
Vacant Housing Units	4.4%	5.0%	5.8%

### Population

1990 Population	5,306	29,399	69,641
2000 Population	6,913	40,225	90,860
2007 Population	6,846	44,156	103,774
2012 Population	6,821	46,766	113,067
1990-2000 Annual Rate	2.68%	3.18%	2.7%
2000-2007 Annual Rate	-0.16%	1.5%	2.15%
2007-2012 Annual Rate	-0.07%	1.16%	1.73%

In the identified market area, the current year population is 103,774. In 2000, the Census count in the market area was 90,860. The rate of change since 2000 was 2.15 percent annually. The five-year projection for the population in the market area is 113,067, representing a change of 1.73 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

### Households

1990 Households	1,800	10,121	24,198
2000 Households	2,411	14,240	32,717
2007 Households	2,421	15,805	37,761
2012 Households	2,421	16,826	41,331
1990-2000 Annual Rate	2.97%	3.47%	3.06%
2000-2007 Annual Rate	0.07%	1.68%	2.32%
2007-2012 Annual Rate	0%	1.26%	1.82%

The household count in this market area has changed from 32,717 in 2000 to 37,761 in the current year, a change of 2.32 percent annually. The five-year projection of households is 41,331, a change of 1.82 percent annually from the current year total. Average household size is currently 2.73, compared to 2.76 in the year 2000. The number of families in the current year is 28,550 in the market area.

### Housing

Currently, 78.0 percent of the 40,082 housing units in the market area are owner occupied; 16.2 percent, renter occupied; and 5.8 percent are vacant. In 2000, there were 34,051 housing units— 78.1 percent owner occupied, 17.9 percent renter occupied and 4.0 percent vacant. The rate of change in housing units since 2000 is 2.27 percent. Median home value in the market area is \$223,359, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.04 percent annually to \$247,038. From 2000 to the current year, median home value changed by 3.76 percent annually.



# Executive Summary

Prepared by The Everest Group

Land - Loveland Madeira Rd. Site Type: Radius	1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 1.0 mile	1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 3.0 mile	1425 Loveland Madeira Rd Loveland, OH 45140 Radius: 5.0 mile
<b>Median Household Income</b>			
1990 Median HH Income	\$36,862	\$47,847	\$49,091
2000 Median HH Income	\$61,419	\$72,912	\$71,201
2007 Median HH Income	\$83,200	\$93,593	\$90,176
2012 Median HH Income	\$104,230	\$113,207	\$108,881
1990-2000 Annual Rate	5.24%	4.3%	3.79%
2000-2007 Annual Rate	4.98%	4.08%	3.85%
2007-2012 Annual Rate	4.61%	3.88%	3.84%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$14,985	\$20,542	\$21,662
2000 Per Capita Income	\$27,589	\$33,845	\$34,079
2007 Per Capita Income	\$39,510	\$45,558	\$43,969
2012 Per Capita Income	\$49,566	\$57,578	\$54,682
1990-2000 Annual Rate	6.29%	5.12%	4.64%
2000-2007 Annual Rate	5.91%	4.87%	4.16%
2007-2012 Annual Rate	4.64%	4.79%	4.46%
<b>Average Household Income</b>			
1990 Average Household Income	\$44,636	\$59,296	\$61,994
2000 Average Household Income	\$76,872	\$94,660	\$93,418
2007 Average HH Income	\$111,194	\$126,436	\$120,247
2012 Average HH Income	\$138,958	\$159,066	\$148,904
1990-2000 Annual Rate	5.59%	4.79%	4.19%
2000-2007 Annual Rate	6.08%	4.74%	4.12%
2007-2012 Annual Rate	4.56%	4.7%	4.37%

## Households by Income

Current median household income is \$90,176 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$108,881 in five years. In 2000, median household income was \$71,201, compared to \$49,091 in 1990.

Current average household income is \$120,247 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$148,904 in five years. In 2000, average household income was \$93,418, compared to \$61,994 in 1990.

Current per capita income is \$43,969 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$54,682 in five years. In 2000, the per capita income was \$34,079, compared to \$21,662 in 1990.

## Population by Employment

Total Businesses	159	715	2,920
Total Employees	744	7,314	25,426

Currently, 96.4 percent of the civilian labor force in the identified market area is employed and 3.6 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.5 percent of the civilian labor force, and unemployment will be 3.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 71.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 77.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 10.3 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 12.7 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 86.8 percent of the market area population drove alone to work, and 4.5 percent worked at home. The average travel time to work in 2000 was 24.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.7 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 19.9 percent were high school graduates only (28.6 percent in the U.S.)
- 6.7 percent had completed an Associate degree (6.3 percent in the U.S.)
- 30.6 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 17.2 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)